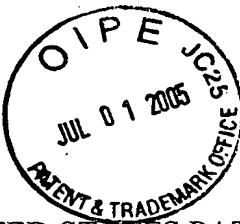


DOCKET NO: 271036US8



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF

KEITH L. SHAFTEL, ET AL. : EXAMINER: GEDRICH, SARAH R.

SERIAL NO: 09/919,420 :

FILED: JULY 31, 2001 : GROUP ART UNIT: 3625

FOR: ELECTRONIC COMMERCE
PRODUCT PRICING AND SELECTION
SYSTEM AND METHOD

AMENDMENT AND REQUEST FOR RECONSIDERATION

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:

Responsive to the Office Action dated February 4, 2005, Applicants respectfully request reconsideration in view of the following amendment and remarks.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 5 of this paper.

Basis for the Amendments begins on page 15 of this paper.

Remarks begin on page 16 of this paper.